

What is claimed is:

1. A method for measuring audience information based on playbacks of a recorded program comprising:

receiving an indication of a playback of the recorded program; and

updating audience information for the recorded program.

2. The method defined in claim 1 wherein the recorded program is an audio program.

3. The method defined in claim 1 wherein the recorded program is a television program.

4. The method defined in claim 1 wherein the recorded program is a pay-per-view program.

5. The method defined in claim 1 wherein the recorded program is a video-on-demand program.

6. The method defined in claim 1 wherein the recorded program is a near-video-on-video program.

7. The method defined in claim 1 wherein updating audience information comprises updating an audience size.

8. The method defined in claim 1 wherein updating audience information comprises updating a market share of the recorded program.

9. The method defined in claim 1 wherein updating audience information comprises updating audience information based on the number of times a user played back the recorded program.

10. The method defined in claim 1 further comprising:

receiving an indication for a user-identified action, wherein such action controls how the recorded program is played back;

executing the user-identified action in response to receiving the indication; and

updating audience information based on the user-identified action.

11. The method defined in claim 10 wherein the user-identified action comprises actions selected from the group consisting of fast-forward, rewind, stop, pause, record, and play.

12. The method defined in claim 1 further comprising:

distributing audience information to at least one user of an interactive television application; and

providing the audience information to the at least one user.

13. The method defined in claim 12 wherein the interactive television application is an interactive television program guide.

14. The method defined in claim 12 wherein providing the audience information comprises providing an interactive indicator that notifies the at least one user when audience information is available, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

15. The method defined in claim 12 further comprising allowing the at least one user to compare programs based on audience information distributed to the at least one user for the programs.

16. The method defined in claim 12 wherein providing the audience information further comprises providing the audience information for a portion of the recorded program.

17. The method defined in claim 16 wherein the portion of the recorded program is a scene within the recorded program.

18. The method defined in claim 12 wherein providing the audience information further comprises providing the audience information for a genre of programs.

19. The method defined in claim 12 wherein providing the audience information further comprises providing the audience information for the recorded program based on a time slot.

20. The method defined in claim 12 wherein:
distributing audience information
further comprises distributing to a plurality of users;
and

the audience information is audience
information for a subset of the plurality of users to
the at least one user.

21. The method defined in claim 20 wherein
the subset of the plurality of users is defined based
on user demographics.

22. The method defined in claim 12 wherein
providing the audience information further comprises
providing the audience information to the at least one
user in a flip display.

23. The method defined in claim 12 wherein
providing the audience information further comprises
providing the audience information to the at least one
user in a browse display.

24. The method defined in claim 12 wherein
providing the audience information further comprises
providing the audience information to the at least one
user in a program listings display.

25. The method defined in claim 1 wherein
updating the audience information further comprises
updating the audience information based on a user
profile of a user from which the indication was
received related to the playback of the recorded
program.

26. The method defined in claim 1 wherein updating audience information further comprises calculating audience size for the recorded program.

27. The method defined in claim 26 wherein calculating the audience size comprises calculating the audience size based on assigning points to playback information.

28. The method defined in claim 26 wherein calculating the audience size further comprises accessing a table of grading information for assigning points to playback information.

29. A method for providing audience information with program listings in an interactive television application comprising:

receiving an indication from a user that the user wishes to access one or more program listings; and

providing the one or more program listings in response to the indication, wherein at least one of the one or more program listings includes audience information for a program corresponding to a program listing.

30. The method defined in claim 29 wherein the program is an audio program.

31. The method defined in claim 29 wherein the program is a television program.

32. The method defined in claim 29 wherein the program is a pay-per-view program.

33. The method defined in claim 29 wherein the program is a video-on-demand program.

34. The method defined in claim 29 wherein the program is a near-video-on-video program.

35. The method defined in claim 29 wherein the providing the one or more program listings comprises providing an interactive indicator that notifies the at least one user when audience information is available, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

36. The method defined in claim 29 further comprising allowing the user to compare programs based on audience information distributed to the user for the programs.

37. The method defined in claim 29 further comprising providing audience information for a portion of the program.

38. The method defined in claim 37 wherein the portion of the program is a scene within the program.

39. The method defined in claim 29 further comprising providing audience information for a genre of programs.

40. The method defined in claim 29 further comprising providing the audience information for the program based on a time slot.

41. The method defined in claim 29 further comprising:

distributing audience information to a plurality of users; and

providing audience information, wherein the audience information is provided for a subset of the plurality of users to the user.

42. The method defined in claim 41 wherein the subset of the plurality of users is defined based on user demographics.

43. The method defined in claim 29 further comprising providing audience information to the user in a flip display.

44. The method defined in claim 29 further comprising providing audience information to the user in a browse display.

45. The method defined in claim 29 further comprising providing audience information to the user in a program listings display.

46. The method defined in claim 29 further comprising updating audience information based on a user profile of the user from which the indication was received.

47. The method defined in claim 29 further comprising calculating audience size for the program.

48. The method defined in claim 47 wherein calculating the audience size comprises calculating the audience size based on assigning points to user actions.

49. The method defined in claim 47 wherein calculating the audience size further comprises accessing a table of grading information for assigning points to playback information for assigning points to playback information.

50. The method defined in claim 29 wherein the interactive television application is an interactive television program guide.

51. A method for measuring audience information for an upcoming program in an interactive application comprising:

receiving an indication from a user to perform an action related to the upcoming program; and
updating audience information for the upcoming program.

52. The method defined in claim 51 wherein the upcoming program is an audio program.

53. The method defined in claim 51 wherein the upcoming program is a television program.

54. The method defined in claim 51 wherein the upcoming program is a pay-per-view program.

55. The method defined in claim 51 wherein the upcoming program is a video-on-demand program.

56. The method defined in claim 51 wherein the upcoming program is a near-video-on-video program.

57. The method defined in claim 51 wherein updating audience information comprises updating an audience size.

58. The method defined in claim 51 wherein updating audience information comprises updating a market share of the upcoming program.

59. The method defined in claim 51 further comprising providing audience information to the user.

60. The method defined in claim 59 wherein providing the audience information further comprises providing an interactive indicator, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

61. The method defined in claim 59 further comprising allowing the user to compare programs based on audience information distributed to the user for the programs.

62. The method defined in claim 59 wherein providing the audience information further comprises providing the audience information for a portion of the upcoming program.

63. The method defined in claim 59 wherein the portion of the upcoming program is a scene within the upcoming program.

64. The method defined in claim 59 wherein providing the audience information further comprises providing the audience information for a genre of programs.

65. The method defined in claim 59 wherein providing the audience information further comprises providing the audience information for the upcoming program based on a time slot.

66. The method defined in claim 59 wherein providing the audience information further comprises providing the audience information for a subset of a plurality users to the user.

67. The method defined in claim 66 wherein the subset of the plurality of users is defined based on user demographics.

68. The method defined in claim 59 wherein providing the audience information further comprises providing the audience information to the user in a flip display.

69. The method defined in claim 59 wherein providing the audience information further comprises providing the audience information to the user in a browse display.

70. The method defined in claim 59 wherein providing the audience information further comprises providing the audience information to the user in a program listings display.

71. The method defined in claim 51 wherein updating audience information comprises updating the audience information based on the number of times the user performed an action related to the upcoming program.

72. The method defined in claim 51 wherein updating the audience information further comprises updating the audience information based on the number of times that the user viewed program information related to the upcoming program.

73. The method defined in claim 51 wherein updating the audience information further comprises updating the audience information based on the number of times that the user purchased the upcoming program.

74. The method defined in claim 51 wherein updating the audience information further comprises updating the audience information based on the number of times that the user set a reminder for the upcoming program.

75. The method defined in claim 51 wherein updating the audience information further comprises updating the audience information based on the number of times that the user scheduled to record the upcoming program.

76. The method defined in claim 51 wherein updating the audience information further comprises updating the audience information based on a user profile of the user from which the indication was received related to the upcoming program.

77. The method defined in claim 51 further comprising calculating audience size for the upcoming program.

78. The method defined in claim 77 wherein calculating the audience size comprises calculating the audience size based on assigning points to playback information.

79. The method defined in claim 77 wherein calculating the audience size further comprises accessing a table of grading information for assigning points to playback information.

80. A system for measuring audience information based on playbacks of a recorded program comprising:

means for receiving an indication of a playback of the recorded program; and
means for updating audience information for the recorded program.

81. The system defined in claim 80 wherein the recorded program is an audio program.

82. The system defined in claim 80 wherein the recorded program is a television program.

83. The system defined in claim 80 wherein the recorded program is a pay-per-view program.

84. The system defined in claim 80 wherein the recorded program is a video-on-demand program.

85. The system defined in claim 80 wherein the recorded program is a near-video-on-video program.

86. The system defined in claim 80 wherein the means for updating audience information comprises means for updating an audience size.

87. The system defined in claim 80 wherein the means for updating audience information comprises means for updating a market share of the recorded program.

88. The system defined in claim 80 wherein the means for updating audience information comprises means for updating audience information based on the number of times a user played back the recorded program.

89. The system defined in claim 80 further comprising:

means for receiving an indication for a user-identified action, wherein such action controls how the recorded program is played back;

means for executing the user-identified action in response to receiving the indication; and

means for updating audience information based on the user-identified action.

90. The system defined in claim 89 wherein the user-identified action comprises actions selected from the group consisting of fast-forward, rewind, stop, pause, record, and play.

91. The system defined in claim 80 further comprising:

means for distributing audience information to at least one user of an interactive television application; and

means for providing the audience information to the at least one user.

92. The system defined in claim 91 wherein the interactive television application is an interactive television program guide.

93. The system defined in claim 91 wherein the means for providing the audience information further comprises means for providing an interactive indicator, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

94. The system defined in claim 91 further comprising means for allowing the at least one user to compare programs based on audience information distributed to the at least one user for the programs.

95. The system defined in claim 91 wherein the means for providing the audience information further comprises means for providing the audience information for a portion of the recorded program.

96. The system defined in claim 95 wherein the portion of the recorded program is a scene within the recorded program.

97. The system defined in claim 91 wherein the means for providing the audience information further comprises means for providing the audience information for a genre of programs.

98. The system defined in claim 91 wherein the means for providing the audience information further comprises means for providing the audience information for the recorded program based on a time slot.

99. The system defined in claim 91 wherein:
the means for distributing audience information further comprises means for distributing audience information to a subset of a plurality of users; and

the audience information is audience information for a subset of the plurality of users to the at least one user.

100. The system defined in claim 99 wherein the subset of the plurality of users is defined based on user demographics.

101. The system defined in claim 91 wherein the means for providing the audience information further comprises means for providing the audience information to the at least one user in a flip display.

102. The system defined in claim 91 wherein the means for providing the audience information further comprises means for providing the audience information to the at least one user in a browse display.

103. The system defined in claim 91 wherein the means for providing the audience information further comprises means for providing audience information to the at least one user in a program listings display.

104. The system defined in claim 80 wherein the means for updating the audience information further comprises means for updating the audience information based on a user profile of a user from which the indication was received related to the playback of the recorded program.

105. The system defined in claim 80 wherein the means for updating audience information further comprises means for calculating audience size for the recorded program.

106. The system defined in claim 105 wherein the means for calculating the audience size comprises means for calculating the audience size based on assigning points to playback information.

107. The system defined in claim 105 wherein the means for calculating the audience size further comprises means for accessing a table of grading information for assigning points to playback information.

108. A system for providing audience information with program listings in an interactive television application comprising:

means for receiving an indication from a user that the user wishes to access one or more program listings; and

means for providing the one or more program listings in response to the indication, wherein at least one of the one or more program listings includes audience information for a program corresponding to a program listing.

109. The system defined in claim 108 wherein the program is an audio program.

110. The system defined in claim 108 wherein the program is a television program.

111. The system defined in claim 108 wherein the program is a pay-per-view program.

112. The system defined in claim 108 wherein the program is a video-on-demand program.

113. The system defined in claim 108 wherein the program is a near-video-on-video program.

114. The system defined in claim 108 wherein the means for providing the one or more program listings comprises means for providing an interactive indicator that notifies the at least one user when audience information is available, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

115. The system defined in claim 108 further comprising means for allowing the user to compare programs based on audience information distributed to the user for the programs.

116. The system defined in claim 108 further comprising means for providing audience information for a portion of the program.

117. The system defined in claim 116 wherein the portion of the program is a scene within the program.

118. The system defined in claim 108 further comprising means for providing audience information for a genre of programs.

119. The system defined in claim 108 further comprising means for providing the audience information for the program based on a time slot.

120. The system defined in claim 108 further comprising:

means for distributing audience information to a plurality of users; and

means for providing audience information, wherein the audience information is provided for a subset of the plurality of users to the user.

121. The system defined in claim 120 wherein the subset of the plurality of users is defined based on user demographics.

122. The system defined in claim 108 further comprising means for providing audience information to the user in a flip display.

123. The system defined in claim 108 further comprising means for providing audience information to the user in a browse display.

124. The system defined in claim 108 further comprising means for providing audience information to the user in a program listings display.

125. The system defined in claim 108 further comprising means for updating audience information based on a user profile of the user from which the indication was received.

126. The system defined in claim 108 further comprising means for calculating audience size for the program.

127. The system defined in claim 126 wherein the means for calculating the audience size comprises means for calculating the audience size based on assigning points to user actions.

128. The system defined in claim 126 wherein the means for calculating the audience size further comprises means for accessing a table of grading information for assigning points to playback information.

129. The system defined in claim 108 wherein the interactive television application is an interactive television program guide.

130. A system for measuring audience information for an upcoming program in an interactive application comprising:

means for receiving an indication from a user to perform an action related to the upcoming program; and

means for updating audience information for the upcoming program.

131. The system defined in claim 130 wherein the upcoming program is an audio program.

132. The system defined in claim 130 wherein the upcoming program is a television program.

133. The system defined in claim 130 wherein the upcoming program is a pay-per-view program.

134. The system defined in claim 130 wherein the upcoming program is a video-on-demand program.

135. The system defined in claim 130 wherein the upcoming program is a near-video-on-video program.

136. The system defined in claim 130 wherein the means for updating audience information comprises means for updating an audience size.

137. The system defined in claim 130 wherein the means for updating audience information comprises means for updating a market share of the upcoming program.

138. The system defined in claim 130 comprising means for providing audience information to the user.

139. The system defined in claim 138 wherein the means for providing the audience information further comprises means for providing an interactive indicator that notifies the at least one user when audience information is available, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

140. The system defined in claim 138 further comprising means for allowing the user to compare programs based on audience information distributed to the user for the programs.

141. The system defined in claim 138 wherein the means for providing the audience information further comprises means for providing the audience information for a portion of the upcoming program.

142. The system defined in claim 138 wherein the portion of the upcoming program is a scene within the upcoming program.

143. The system defined in claim 138 wherein the means for providing the audience information further comprises means for providing the audience information for a genre of programs.

144. The system defined in claim 138 wherein the means for providing the audience information further comprises means for providing the audience information for the upcoming program based on a time slot.

145. The system defined in claim 138 wherein the means for providing audience information further comprises means for providing audience information for a subset of a plurality users to the user.

146. The system defined in claim 145 wherein the subset of the plurality of users is defined based on user demographics.

147. The system defined in claim 138 wherein the means for providing the audience information further comprises means for providing the audience information to the user in a flip display.

148. The system defined in claim 138 wherein the means for providing the audience information further comprises means for providing the audience information to the user in a browse display.

149. The system defined in claim 138 wherein the means for providing the audience information further comprises means for providing the audience information to the user in a program listings display.

150. The system defined in claim 130 wherein the means for updating the audience information further comprises means for updating the audience information based on the number of times the user performed an action related to the upcoming program.

151. The system defined in claim 130 wherein the means for updating the audience information further comprises means for updating the audience information based on the number of times that the user viewed program information related to the upcoming program.

152. The system defined in claim 130 wherein the means for updating the audience information further comprises means for updating the audience information based on the number of times that the user purchased the upcoming program.

153. The system defined in claim 130 wherein the means for updating the audience information further comprises means for updating the audience information based on the number of times that the user set a reminder for the upcoming program.

154. The system defined in claim 130 wherein the means for updating the audience information further comprises means for updating the audience information based on the number of times that the user scheduled to record the upcoming program.

155. The system defined in claim 130 wherein the means for updating the audience information further comprises means for updating the audience information based on a user profile of the user from which the indication was received related to the upcoming program.

156. The system defined in claim 130 further comprising means for calculating audience size for the upcoming program.

157. The system defined in claim 156 wherein the means for calculating the audience size comprises means for calculating the audience size based on assigning points to playback information.

158. The system defined in claim 156 wherein the means for calculating the audience size further comprises means for accessing a table of grading information for assigning points to playback information.

159. A system for measuring audience information based on playbacks of a recorded program comprising:

a user input device;
a display device; and
an interactive television application implemented at least partially on control circuitry and programmed to:

receive an indication from the user input device of a playback of the recorded program; and
update audience information for the recorded program.

160. The system defined in claim 159 wherein the recorded program is an audio program.

161. The system defined in claim 159 wherein the recorded program is a television program.

162. The system defined in claim 159 wherein the recorded program is a pay-per-view program.

163. The system defined in claim 159 wherein the recorded program is a video-on-demand program.

164. The system defined in claim 159 wherein the recorded program is a near-video-on-video program.

165. The system defined in claim 159 wherein the interactive television application is further programmed to update an audience size for the recorded program.

166. The system defined in claim 159 wherein the interactive television application is further programmed to update a market share of the recorded program.

167. The system defined in claim 159 wherein the interactive television application is further programmed to update audience information based on the number of times a user played back the recorded program.

168. The system defined in claim 159 wherein the interactive television application is further programmed to:

receive an indication for a user-identified action from the user input device, wherein such action controls how the recorded program is played back;

execute the user-identified action in response to receiving the indication; and

update audience information based on the user-identified action.

169. The system defined in claim 168 wherein the user-identified action comprises actions selected from the group consisting of fast-forward, rewind, stop, pause, record, and play.

170. The system defined in claim 159 wherein the interactive television application is further programmed to:

 distribute audience information to at least one user of an interactive television application; and

 direct the display device to provide the audience information to the at least one user.

171. The system defined in claim 170 wherein the interactive television application is an interactive television program guide.

172. The system defined in claim 170 wherein the interactive television application is further programmed to direct the display device to provide an interactive indicator, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

173. The system defined in claim 170 wherein the interactive television application is further programmed to allow the at least one user to compare programs based on audience information distributed to the at least one user for the programs.

174. The system defined in claim 170 wherein the interactive television application is further programmed to direct the display device to provide audience information for a portion of the recorded program.

175. The system defined in claim 174 wherein the portion of the recorded program is a scene within the recorded program.

176. The system defined in claim 170 wherein the interactive television application is further programmed to direct the display device to provide audience information for a genre of programs.

177. The system defined in claim 170 wherein the interactive television application is further programmed to direct the display device to provide audience information for the recorded program based on a time slot.

178. The system defined in claim 170 wherein the interactive television application is further programmed to:

 distribute audience information to a plurality of users, wherein the audience information is audience information for a subset of the plurality of users.

179. The system defined in claim 178 wherein the subset of the plurality of users is defined based on user demographics.

180. The system defined in claim 170 wherein the interactive television application is further programmed to direct the display device to provide audience information to the at least one user in a flip display.

181. The system defined in claim 170 wherein the interactive television application is further programmed to direct the display device to provide audience information to the at least one user in a browse display.

182. The system defined in claim 170 wherein the interactive television application is further programmed to direct the display device to provide audience information to the at least one user in a program listings display.

183. The system defined in claim 159 wherein the interactive television application is further programmed to update audience information based on a user profile of a user from which the indication was received related to the playback of the recorded program.

184. The system defined in claim 159 wherein the interactive television application is further programmed to calculate audience size.

185. The system defined in claim 184 wherein the interactive television application is further programmed to calculate the audience size based on assigning points to playback information.

186. The system defined in claim 184 wherein the interactive television application is further programmed to access a table of grading information for assigning points to playback information.

187. A system for providing audience information with program listings in an interactive television application comprising:

- a user input device;
- a display device; and
- an interactive television application implemented at least partially on control circuitry and programmed to:

- receive an indication from the user input device that a user wishes to access one or more program listings; and

- direct the display device to provide the one or more program listings in response to the indication, wherein at least one of the one or more program listings includes audience information for a program corresponding to a program listing.

188. The system defined in claim 187 wherein the program is an audio program.

189. The system defined in claim 187 wherein the program is a television program.

190. The system defined in claim 187 wherein the program is a pay-per-view program.

191. The system defined in claim 187 wherein the program is a video-on-demand program.

192. The system defined in claim 187 wherein the program is a near-video-on-video program.

193. The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide an interactive indicator that notifies the at least one user when audience information is available, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

194. The system defined in claim 187 wherein the interactive television application is further programmed to allow the user to compare programs based on audience information distributed to the user for the programs.

195. The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience information for a portion of the program.

196. The system defined in claim 195 wherein the portion of the program is a scene within the program.

197. The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience information for a genre of programs.

198. The system defined in claim 187 wherein the interactive television application is further programmed to provide the audience information for the program based on a time slot.

199. The system defined in claim 187 wherein the interactive television application is further programmed to:

 distribute audience information to a plurality of users; and

 direct the display device to provide audience information, wherein the audience information is provided for a subset of the plurality of users to the user.

200. The system defined in claim 199 wherein the subset of the plurality of users is defined based on user demographics.

201. The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience information to the user in a flip display.

202. The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience information to the user in a browse display.

203. The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience information to the user in a program listings display.

204. The system defined in claim 187 wherein the interactive television application is further programmed to update audience information based on a user profile of the user from which the indication was received.

205. The system defined in claim 187 wherein the interactive television application is further programmed to calculate audience size for the program.

206. The system defined in claim 205 wherein the interactive television application is further programmed to calculate the audience size based on assigning points to user actions.

207. The system defined in claim 205 wherein the interactive television application is further programmed to access a table of grading information for assigning points to playback information.

208. The system defined in claim 187 wherein the interactive television application is an interactive television program guide.

209. A system for measuring audience information for an upcoming program in an interactive television application comprising:

a user input device; and
an interactive television application implemented at least partially on control circuitry and programmed to:

receive an indication from the user input device to perform an action related to the upcoming program; and

update audience information for the upcoming program.

210. The system defined in claim 209 wherein the upcoming program is an audio program.

211. The system defined in claim 209 wherein the upcoming program is a television program.

212. The system defined in claim 209 wherein the upcoming program is a pay-per-view program.

213. The system defined in claim 209 wherein the upcoming program is a video-on-demand program.

214. The system defined in claim 209 wherein the upcoming program is a near-video-on-video program.

215. The system defined in claim 209 wherein the interactive television application is further programmed to update an audience size for the upcoming program.

216. The system defined in claim 209 wherein the interactive television application is further programmed to update a market share of the upcoming program.

217. The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide audience information to the user.

218. The system defined in claim 217 wherein the interactive television application is further programmed to direct the display device to provide an interactive indicator that notifies the at least one user when audience information is available, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

219. The system defined in claim 217 wherein the interactive television application is further programmed to allow the user to compare programs based on audience information distributed to the user for the programs.

220. The system defined in claim 217 wherein the interactive television application is further programmed to direct the display device to provide audience information for a portion of the upcoming program.

221. The system defined in claim 217 wherein the portion of the upcoming program is a scene within the upcoming program.

223. The system defined in claim 217 wherein the interactive television application is further programmed to direct the display device to provide the audience information for the upcoming program based on a time slot.

225. The system defined in claim 224 wherein the subset of the plurality of users is defined based on user demographics.

227. The system defined in claim 217 wherein the interactive television application is further programmed to direct the display device to provide audience information to the user in a browse display.

228. The system defined in claim 217 wherein the interactive television application is further programmed to direct the display device to provide audience information to the user in a program listings display.

229. The system defined in claim 209 wherein the interactive television application is further programmed to update the audience information based on the number of times the user performed an action related to the upcoming program.

230. The system defined in claim 209 wherein the interactive television application is further programmed to update the audience information based on the number of times that the user viewed program information related to the upcoming program.

231. The system defined in claim 209 wherein the interactive television application is further programmed to update the audience information based on the number of times that the user purchased the upcoming program.

232. The system defined in claim 209 wherein the interactive television application is further programmed to update the audience information based on the number of times that the user set a reminder for the upcoming program.

233. The system defined in claim 209 wherein the interactive television application is further programmed to update the audience information based on the number of times that the user scheduled to record the upcoming program.

234. The system defined in claim 209 wherein the interactive television application is further programmed to update audience information based on a user profile of a user from which the indication was received related to the upcoming program.

235. The system defined in claim 209 wherein the interactive television application is further programmed to calculate audience size for the upcoming program.

236. The system defined in claim 235 wherein the interactive television application is further programmed to calculate the audience size based on assigning points to playback information.

237. The system defined in claim 235 wherein the interactive television application is further programmed to access a table of grading information for assigning points to playback information.